

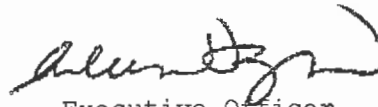
DEPARTMENT OF PUBLIC WORKS

BUREAU OF SANITATION

BOARD REPORT NO. 2

June 19, 2013

ADOPTED BY THE BOARD  
PUBLIC WORKS OF THE CITY  
of Los Angeles California  
AND REFERRED TO THE MAYOR  
JUN 19 2013

  
Executive Officer

CD: ALL

AUTHORITY TO EXECUTE A MEMORANDUM OF UNDERSTANDING BETWEEN  
THE CITY OF LOS ANGELES BUREAU OF SANITATION, LOS ANGELES TOURISM  
AND CONVENTION BOARD, AND GREEN SEAL INC. FOR THE CONTINUED  
IMPLEMENTATION OF THE LOS ANGELES GREEN LODGING PROGRAM

RECOMMENDATIONS

1. Approve and forward this report, with transmittals, to the Mayor with the request that the Memorandum of Understanding (MOU) with the Los Angeles Tourism and Convention Board (LA Tourism Board), Green Seal Inc. (Green Seal), and the City of Los Angeles Bureau Department of Public Works Bureau of Sanitation (Sanitation) for the continued implementation of the Los Angeles Green Lodging Program which is part of the Los Angeles Green Business Certification Program.
2. Upon authorization by the Board of Public Works President or two members of the Board, execute the MOU.
3. Return the executed MOU to Sanitation for further processing (Contact Board Report Section at 213-485-4246).

TRANSMITTALS

1. Copy of Mayor's Concurrence on December 22, 2009 and City Council Action adopting the recommendations of the Energy and Environment Committee on December 11, 2009, based on the recommendations from the Environmental Affairs D report, dated September 28, 2009.
2. Copy of the MOU between Green Seal, LA Inc., and EAD for the implementation of the Los Angeles Green Lodging Program dated January 7, 2010.
3. MOU between Green Seal, LA Tourism Board, and Sanitation for the implementation of the Los Angeles Green Lodging Program.

FISCAL IMPACT STATEMENT

This agreement will allow Sanitation to continue its partnership with LA Tourism Board and Green Seal in implementing the Los Angeles Green Lodging Program. This program recognizes and promotes green lodging properties such as hotels and motels that volunteer to operate in a more environmentally friendly or sustainable manner.

There is no impact to the General Fund, as the program will involve no out-of-pocket costs to the City. Green Seal will assess fees to program applicants to cover their costs of certifying the green lodging applicants.

## DISCUSSION

### **Background**

In December of 2009, the City Council adopted, with the Mayor's concurrence, the implementation recommendations of the EAD Council Report (CF #07-0970-S1) for the Los Angeles Green Business Certification Program, including approval for EAD to enter into an MOU with LA Inc. and Green Seal to implement the Los Angeles Green Lodging Program as a component of the City of Los Angeles Green Business Certification Program. (Transmittal #1) EAD entered into the MOU for the Green Lodging Program on January 7, 2010. (Transmittal #2) EAD was dissolved in July 2010, with the Green Lodging Program and staff being transferred to Sanitation.

With the transfer of the Green Lodging Program to Sanitation, a new agreement has been drafted to replace the original MOU and continue the implementation, the expansion and administration of the Los Angeles Green Lodging Program with Sanitation replacing the former EAD. In addition, LA Inc. the Convention and Visitors Bureau changed its name to the Los Angeles Tourism and Convention Board which has been incorporated into the new MOU. There are no other changes in the terms of the original MOU. The responsibilities and roles will remain the same for the Program partners.

There are currently eight hotels which are certified under the Green Lodging Program. The Westin Bonaventure Hotel, the largest hotel in the City, became the first LA City hotel to be certified under the Green Lodging Program and was the venue for a press event by Mayor Antonio Villaraigosa announcing the Program, including how the hotel was able to save \$225,000 annually since incorporating program guidelines. The Mayor is an enthusiastic supporter of the program and was the featured speaker at a "Green Your Bottom Line" workshop for the Los Angeles Hotel Association, sponsored by the Green Lodging Program, in November of 2011 at the Bonaventure Hotel.

### **Responsibilities**

The responsibilities and roles will remain the same for the Program partners as in the previous MOU. Green Seal will certify the green lodging properties using their Environmental Standard for Lodging Properties (GS-3); the LA Tourism Board, through its long-standing contract with the City of Los Angeles to serve as the City's official tourism and convention sales marketing arm, will promote the Green Lodging Program; and Sanitation will coordinate the Green Lodging Program with the overall City of Los Angeles Green Business Certification Program.

**Annual Program Costs**

The program will involve no out-of-pocket costs to the City. Green Seal will assess fees to program applicants to cover their costs of certifying the green lodging applicants. The City will support the program through coordinating any City in-kind services and co-branded certification (i.e., Green Business Certification by the City and Green Seal Certification by Green Seal) for green lodging properties within the City.

**Proposed Term of Contract**

This agreement shall remain in effect for a period of three (3) years from the date of the MOU unless terminated by any party pursuant to the terms of the agreement.

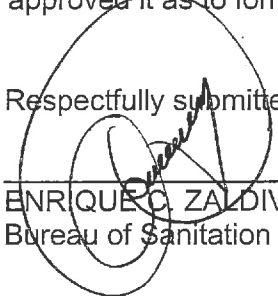
**Project Administrator**

Sanitation's Solid Resources Citywide Recycling Division is responsible for managing this MOU.

**City Attorney Review**

The City Attorney has reviewed the draft MOU and has approved it as to form and content.

Respectfully submitted,



ENRIQUE C. ZALDIVAR, Director  
Bureau of Sanitation

Prepared by:

George M. Payba, SRCRD  
(213) 485-3698